Marketing and Business Education

Introduction

Are you creative and like to direct and plan activities for others? Are you interested in enhancing your knowledge and skills to better express your passion for marketing and business? UW-Stout's Marketing and Business Education program combines all of these interests into one program.

The disciplines of marketing and business contribute significantly to the intellectual and career development of students in an age of innovation and invention. Graduates of the program will be prepared to teach in middle, secondary and eventually post-secondary classrooms. Graduates are also prepared to enter careers in business and industry that expand on their real-world experience.

Students are certified for Marketing Education with 124 degree credits. Certification in both Marketing and Business Education is earned with 19 credits of additional coursework and student teaching.

General Requirements

Bachelor of Science Degree

Total for graduation	124-143 credits
General Education	42 credits
Major Studies	82-101 credits

Although it is not a requirement for graduation, students should be aware of the fact that they must acquire a minimum of 4,000 hours of occupational experience before they can be certified to teach Marketing in Wisconsin.

Students enter the program with "pre-education" status. Earning a 2.75 or better grade point average and passing the Preprofessional Skills Test will formally move them into the Marketing Education program.

> Note: Students are required to maintain a 2.75 grade point average throughout the marketing education program.

Teacher Education Requirements

Students proceed through a series of three benchmarks as they move toward licensure.

Benchmark I: Acceptance into Teacher Education

Teacher education students will begin fulfilling their requirements for Benchmark I as they complete their first 40 credits. Detailed information is online at: **www.uwstout.edu/soe/students/requirements-benchI.shtml**.

- Pass the Pre-Professional Skills Test (*PPST*)
- Attain a 2.75 cumulative grade point average
- Pass the required teacher background check
- Earn a grade of at least 2.00 (*C*) in ENGL-101 and ENGL-102 or ENGL-111 and ENGL-112.
- Earn a minimum grade of 2.00 (*C*) in SPCOM-100 Fundamentals of Speech.
- Complete EDUC-326 Foundations of Education
- Complete General Education Technology requirement
- Satisfactory rating on Benchmark I Portfolio Assessment rubric
- Satisfactory rating on Benchmark I Student Interview

Benchmark II: Application for Student Teaching

Benchmark II must be completed prior to student teaching. Detailed information is online at: **www.uwstout.edu/soe/students/requirements-benchI.shtml**.

- Complete Application for Student Teaching form
- Maintain a 2.75 grade point average
- Pass Content Knowledge Exam (*Praxil*s II)
- Receive clearance through an updated background check
- Complete a satisfactory tuberculosis (*TB*) test
- Receive satisfactory portfolio assessment by faculty
- Receive satisfactory rating on Benchmark II Student Interview
- Submit copies of resume to the School of Education prior to student teaching

Benchmark III: Program Completion

Benchmark III must be completed before you can be recommended for licensure. Detailed information is online at: **www.uwstout.edu/soe/students/requirements-benchI.shtml**.

- Complete electronic portfolio and receive a basic or higher proficiency level of assessment
- Complete all program coursework
- Meet all program-specific requirements
- Student teach at two levels: Middle School and High School.
- Receive a satisfactory student teaching assessment

Program Requirements

General Education

42 credits required

A. Communication Skills* **8 credits**

ENGL-101 Freshman English – Composition *or*
ENGL-111 Freshman English – Honors I 3
ENGL-102 Freshman English – Reading and Related Writing *or*
ENGL-112 Freshman English – Honors II 3
SPCOM-100 Fundamentals of Speech 2

** Grade point of 2.0 (C) or better is required in each course prior to student teaching.*

B. Analytic Reasoning **6 credits**

MATH-XXX *Any Mathematics* 4

Remaining courses must be from areas including math, logic, statistics and computer science.

C. Health and Physical Education **2 credits**

Courses must be from areas of health, physical education or nutrition.

D. Humanities and the Arts **9 credits**

LIT-XXX *Any Literature* 3
HIST-210 Modern World 3

Remaining courses must be from areas including art history, creative arts, foreign language and culture, history, literature, music appreciation, performing arts and philosophy.

E. Social and Behavioral Sciences ** **9 credits**

ECON-210 Principles of Economics I 3
POLS-210 Government 3
PSYC-110 General Psychology 3

F. Natural Sciences (with Lab) **4 credits**

Choose a biology course, and either a chemistry or physics course.

G. Technology **2 credits**

ICT-103 Information and Communication Technologies (recommended) 3

H. General Education Electives ** **2 credits**

Courses must come from categories A, B, D, E and F.

*** If students take ECON-215 Principles of Economics II as an elective, they meet the requirements for a Business Administration minor. ECON-215 is required for the Business Education certification.*

Major Studies

82 - 101 credits required

Additional courses for Business Education certification are in bold.

BUACT-206 Introduction to Financial Accounting 3
BUACT-207 Introduction – Corporate and Managerial Accounting 3
BUINB-260 International Business *or*
BUINB-485 International Marketing 3
BULGL-318 Business Law I 3
BUMGT-304 Principles of Management 3
BUMIS-333 Management Information Systems 3
BUKMG-330 Principles of Marketing 3
BUKMG-334 Professional Selling and Market Development 3
BUKMG-370 Principles of Advertising 3
BUMKG-479 Marketing Research 3
CTE-302 Principles of Career and Technical Education 2
CTE-360 Cooperative Occupational Education Programs 2
ECON-215 Economics II ** 3
EDUC-303 Educational Psychology 3
EDUC-326 Foundations of Education 2
EDUC-336 Multiculturalism: Issues and Perspectives 2
EDUC-376 Field Experience – Cross Cultural Experience 1
EDUC-382 Secondary Reading and Language Development 2
INMGT-400 Organizational Leadership 3
MBE-101 Introduction to Marketing and Business Education 3
MBE-202 Supervision of Marketing and Business Education Career and Technical Student Organizations 3
MBE-301 Methods for Teaching Marketing 3-4
MBE-311 Marketing and Business Education Project Method 2
MBE-312 Marketing and Business Education Pre-Student Teaching 1
MBE-401 Marketing Education Curriculum 2-3
MBE-409 Marketing Education-Student Teaching * 8–16
MBE-355 Marketing and Business Seminar 3
MBE-411 Business Education Methods and Curriculum 5
MBE-419 Business Education Student Teaching * 8
MEDIA-365 Integrated Software Applications for Instruction 3
MEDIA-366 Integrated Media Applications for Instruction 3
SPED-430 Inclusion of Students With Exceptional Needs 3
ICT-305 Office Automation Technology 3

** For Marketing Education certification only, 16 credits of MBE-409 Marketing Education Student Teaching are required. For Marketing and Business Education certification, students take 8 credits of both Business Education and Marketing Education student teaching, MBE-409 and MBE-419.*

*** ECON-215 Economics II results in a Business Education minor.*